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TITLE: Internet advertising method using advertisement server,
            advertisement client and web browser

INVENTOR: KIM, T Y

PATENT-ASSIGNEE: KIM T Y[KIMTI]

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PATENT-FAMILY:

PUB-NO	PUB-DATE	LANGUAGE	PAGES	MAIN-IPC
KR 2001000777 A	January 5, 2001	N/A	001	G06F 017/60

APPLICATION-DATA:

PUB-NO	APPL-DESCRIPTOR	APPL-NO	APPL-DATE
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ABSTRACTED-PUB-NO: KR2001000777A

BASIC-ABSTRACT:

NOVELTY - An internet advertising method is provided to construct an
advertisement database of advertisers, select a desired advertisement according
to member information, periodically transfer the desired advertisement to the
client program of the member, and send a predetermined banner to the client
program.

DETAILED DESCRIPTION - An advertising server(110) stores classified
advertisements received from advertiser(11) and personal information received
from subscribed client(13) in an advertising DB(Data Base)(130) and a
membership DB(120) respectively. The client(13) download a client advertising
program and install the program in the client's computer. Advertisements
selected by the advertising server(110) in consideration of personal
information of the client(13) is transmitted to the client's computer during
the program download and stored in the client's computer. When the client(13)
uses internet services by the web browser, the client advertising program is
activated. The program displays the advertisements stored in the client's
computer on an area of the web browser screen during a period of time consumed
for execution of functional commands such as up/download of files, opening a

web page, etc.,. The client advertising program transmits the number of times that the advertisements was displayed and display time to the advertising server(110). The advertising server(110) stores the received data with client personal information to the membership DB(120) for using reward data of the client(13).

CHOSEN-DRAWING: Dwg.1/10

TITLE-TERMS: ADVERTISE METHOD ADVERTISE SERVE ADVERTISE CLIENT WEB

DERWENT-CLASS: T01

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